

# Digital Communications and Outreach to Millennials on Getting a Good Financial Start



Project Title	Digital Communications and Outreach to Millennials on Getting a Good Financial Start
Project Summary	Be the voice to reach your generation as they begin their careers to help them get a good financial start. Develop and disseminate digital communications and outreach to create awareness and understanding and empower millennials.
Country	United States
Agency	Labor Department
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

## Project Description

If you are creative and energetic join us to develop and disseminate captivating, motivating and empowering communications, education and outreach for millennials. Develop social media content (including blogs, tweets, infographics) on financial planning including taking advantage of employee benefits such as retirement and health benefits. Create outreach (webcasts, podcasts, workshops and more) to share tools and provide education for those starting their career to help them get a good financial start in life on the path to a secure financial future. Brand and market materials and analyze data to develop effective and impactful digital content and outreach materials. Be part of a larger financial literacy campaign reaching workers of all ages by leading the efforts to reach and empower early career workers.

## Desired Skills Interests

## Additional Information

The Department of Labor's Employee Benefits Security Administration oversees the federal laws that govern

employee benefits, such as retirement and health benefits. As part of this responsibility, we provide education and outreach for college seniors about to start their career through workers about to retire to help them understand their benefits and the protections under federal law for those benefits. We also provide education on financial planning, which includes taking advantage of employee benefits, to help workers meet their short term financial goals while saving for future financial security. For more information, visit [savingmatters.dol.gov](http://savingmatters.dol.gov).

## **Language Requirements**

*None*